To: Piscitelli, J
From: Kuruc, Nick
Edited: 3/9/98 9:49
Subject: Amerada Hess Corporation

RE: SIGNATURE Non Competitiveness

Relative to our conversation with Rick Lawlor and Charlie Iszard of Hess during the business review conducted on February 20, the non competitiveness of SIGNATURE continues to be a problem in all (Hess) divisions. The $ .20 "meeting competition" Hess is receiving in the 66 former Pick Kwik locations is not assisting with the balance of the Company's 300 stores. Hess is currently working on a 1% margin utilizing every available resource. We still have a $ .07-$.15 price variance in Circle K, Race Track and Emro.

Any assistance you can render would be greatly appreciated.

CC: Young, Rick, Wilmesher, Dave L., Fitzgerald, Don P., Stockdale, Bryan K.

Source: https://www.industrydocuments.ucsf.edu/docs/nzky0000